Cultural Technology

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Background

- Social media and technology as an undeniable part of our lives and its connection to my concentration, contemporary cultures and societies
  - Expanding my knowledge of the field of international affairs
- Hip Hop activism
  - Rebel Music by Hisham Aidi and the use of hip hop as a way to advocate social and political issues
Main Points

1. Compare examples of cultural diplomacy by the United States’ government and South Korean government

2. Approaches to multiculturalism through media and education

3. The future of globalization
Cultural Diplomacy
Cultural Diplomacy in the U.S.

➢ Soft power vs Hard Power
  ○ Multinational Corporations such as Coca-Cola and McDonalds
  ○ American National Exhibition during the Cold War

➢ Cultural Ambassadors
  ○ Peace Corps
  ○ Hip Hop Culture used by the State Department

➢ Cultural Imperialism
  ○ A dominant power replaces the educational and media systems of a smaller power

Cultural Diplomacy in South Korea

➢ Korean Public Diplomacy:
  1. Culture
  2. Knowledge
  3. Policy Advocacy

➢ Cultural Technology: a term by SM Entertainment owner Lee Soo Min

➢ The “Korean Wave”
  ○ The plowing method
  ○ Is competitive advantage a good strategy?
Is this type of diplomacy successful?
“In a society where the standardisation of popular culture reproduces cloned images and familiar symbols that could be circulated from metropolitan cities to rural areas, the introduction of ethnic varieties represents a new source of cultural commodification. In this context, the participants are invited as cultural voyeurs, and the cultural representations become objects of public consumption.” (pg. 1599)
Globalization:
New Korean Wave: Transnational Cultural Power in the Age of Social Media By Jin Dal Young

“Korean popular culture is arguably reaching almost every corner of the world, and popular culture fans around the world enjoy Korean music and television programs on social media in addition to traditional media.” (pg. 1)

Why is this important?

- I hope to pursue a role in education both abroad and domestically
  - Encouraging an understanding of different cultures
- I also believe there should be more discussions on race and culture in the use of technology
- Cultural democracy and reunification between North and South Korea
do you think cultural technology will be used in the future?
Thank You!